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Old Orchard Brands Teams With Chiquita to Introduce Real Fruit Smoothies to U.S. Grocery Freezers

Grand Rapids, Mich. – Feb. 24, 2009 –Old Orchard Brands, the nation’s second largest frozen fruit juice manufacturer, today announced that it signed a licensing agreement with Chiquita to produce frozen fruit smoothie concentrates. Old Orchard was chosen as key development partner due in part to its leading position in the frozen fruit juice concentrate category and its fully developed distribution network across the U.S.

The **Chiquita Frozen Fruit Smoothies** will be available in recyclable 12-ounce plastic cans which provide three, eight-ounce servings when blended with ice and water. The product will begin shipping next month and has a suggested retail price of \$2.69 per can, or less than a dollar per serving.

Chiquita Frozen Fruit Smoothies are all-natural products; they contain no artificial coloring or preservatives, and are gluten and dairy free. Each smoothie serving contains at least 1/2 cup of fruit and 100 percent of the recommended dietary allowance of Vitamin C. The product is ideal for consumers who want the great taste of a smoothie but seek an affordable option. The line includes popular flavors such as Strawberry Banana, Banana Colada, Peach Mango and Mixed Berry.

A national consumer campaign will begin on April 1 which will be supported by a nation-wide advertising campaign that includes broadcast television, radio and print ads, as well as free-standing coupon inserts (FSI) placed within the top 100 U.S. newspapers. In-store merchandising includes floor-graphics, shelf signage and a variety of sampling events to entice new customers. Additionally, Miss Chiquita will participate in several nationally televised interviews.

“Until now, consumers craving a fresh fruit smoothie had to visit a smoothie bar or purchase multiple ingredients to make one at home,” said Judy Chen, group leader of marketing and business development at Chiquita Brands

International. “Chiquita Frozen Fruit Smoothies are made with Chiquita bananas and real fruit to deliver a delicious and refreshing smoothie experience at a great value.”

“At retail storefronts the average cost of a smoothie is between three and four dollars each” said Mark Saur, president of Old Orchard Brands. “An eight-ounce serving of Chiquita Frozen Fruit Smoothie is well under a dollar and provides a full serving of fruit, so it’s a great way to integrate the health benefits of fresh fruit to your diet.”

IMC Licensing, Chiquita’s licensing agency for this category and the nation’s leading licensing agency specializing in consumer product brands, secured and negotiated this deal.

About Old Orchard Brands

Sparta, Michigan based Old Orchard Brands is one of the fastest-growing fruit juice brands in the United States. Established in 1985, the company offers consumers 35 frozen concentrate flavors and 65 bottled varieties in a range of 100 percent fruit juices and blends, premium and organic juices, fruit juice cocktails, low-sugar fruit juice cocktails, and juice-infused teas. Old Orchard Brands currently produces more than 80 million 64-ounce bottles of fruit juice and 45 million 12-ounce canisters of frozen juice concentrates each year. The company is known for its innovative and value-added products that target the needs of today's health conscious consumers. Old Orchard Brands is an Allied Capital company. For more about Old Orchard, visit www.olderchardjuice.com.

About Chiquita Brands International

Chiquita Brands International, Inc. is a leading international marketer and distributor of high-quality fresh and value-added food products – from energy-rich bananas and other fruits to nutritious blends of convenient green salads. The company markets its healthy, fresh products under the Chiquita® and Fresh Express® premium brands and other related trademarks. With annual revenues of nearly \$4 billion, Chiquita employs approximately 23,000 people and has operations in more than 90 countries worldwide. For more information, please visit www.chiquita.com.

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